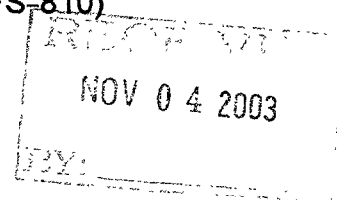




17230 12th Avenue NE • PO Box 65260 • Seattle • WA • 98155 • T 206.364.6761 • F 206.364.5369

October 17, 2003

Office of Nutritional Products, Labeling & Dietary Supplements (HFS-810)
Center for Food Safety and Applied Nutrition
Food and Drug Administration
5100 Paint Branch Pkwy
College Park MD 20740



Re: **NOTICE OF FIRST MARKETING OF DIETARY SUPPLEMENT**

To Whom It May Concern:

This letter shall serve as notification of the first marketing of the dietary supplement, pH Choice™. This also the first marketing of the proprietary ingredient, Alka-Plex™, for use in reducing acids in foods. The date of first marketing is September 18, 2003. A copy of the label being used is attached to this letter. The statements that are being made are:

- (1) *Reduces acids in food*
- (2) *Specially formulated Alka-Plex™ reduces acid intake for optimal health*
- (3) *pH Choice™ is a unique formula that:*
 - *Reduces the acid in foods and beverages*
 - *Supports healthy body pH*

I, Melody K. Brown, certify that this information is complete and accurate, and that pH Sciences has substantiation that all statements listed above are truthful and not misleading.

Sincerely yours,

Melody K. Brown
In-house Counsel

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LET

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"Optimal living through healthy body pH"

Distributed & Manufactured by:
pH Sciences, Inc. • P.O. Box 65260 • Seattle, WA 98155
1-877-363-2243 • www.phsciences.com

pH
Sciences™

Directions: Shake onto acidic foods and beverages or use 1/8 to 1/4 of a teaspoon per serving.

pH Choice™ is a unique formula that:

- Reduces the acid in foods and beverages
- Supports healthy body pH*

Many foods including tomatoes, citrus fruits and salad dressings are highly acidic. To reduce acid intake use **pH Choice** on all your favorite foods. Add **pH Choice** to your drinking water for alkaline water.

pH Choice™ contains **Alka-Plex**, a patented proprietary blend of alkalizing, 100% GRAS ingredients. The FDA defines GRAS as Generally Recognized as Safe.

Freshness & Potency
GUARANTEED



pH Choice™

**Reduces
acids in
food**

**Specially formulated
Alka-Plex™ reduces acid
intake for optimal health***

Dietary Supplement
Granulate

Net weight 4 oz (113.4 g)

Supplement Facts

Serving size: 1/4 teaspoon

Amount Per Serving	% Daily Value*
Alka-Plex	1100mg
Mineral Complex provides Calcium (25% DV), Magnesium (<1% DV), and Potassium (8% DV)	
*Percent Daily Values are based on a 2,000 calorie diet.	

Other Ingredients:

Microcrystalline Cellulose and Cellulose Gum.

Alka-Plex is a proprietary blend of minerals and electrolytes.

STORE IN A COOL DRY PLACE.

This product contains NO yeast, wheat, corn, milk, egg, soy, gluten, artificial colors, sugar, starch, preservatives or flavoring.

CAUTION:
If you are pregnant or nursing, or taking any medications, consult your health care provider before using this product.

KEEP OUT OF REACH OF CHILDREN.

**IMPORTANT! SAFETY SEALED.
DO NOT USE IF SEAL IS BROKEN OR MISSING.**

pH Choice™, Alka-Plex™ and pH Sciences™ are trademarks of pH Sciences, Inc., Seattle, WA
Protected by U.S. and Foreign Patents and patents pending

* These statements have not been evaluated by the Food and Drug Administration.
This product is not intended to diagnose, treat, cure, or prevent any disease.